

## COURSE DESCRIPTION

This course explains the basic concepts of entrepreneurship, the role of entrepreneur in economic, creativity and entrepreneurship and the entrepreneurial process such as critical factors for starting a new enterprise, evaluating opportunities for new business and ingredients for a successful new business.

## OBJECTIVES

This course prepares participants for a future career as entrepreneurs, either as founders of new businesses or within already established companies. It is designed to give participants practical insights into those business aspects that are particularly important during a firm's early development phases, and to make them more effective in managing and growing the start-up firm. It also provides the cornerstones for successfully launching and implementing entrepreneurial projects within already established organisations.

- Understanding basic concepts in the areas of entrepreneurship,
- Understanding the stages of the entrepreneurial process,
- Adopting of the key steps in the elaboration of business ideas,
- Developing personal creativity and entrepreneurial initiative.
- Understanding various process involved from idea stage to exit in start-ups

## COURSE CONTENT

- Selection of entrepreneurial ideas.
- Idea Generation- Defining /Exploring business ideas.
- Conceptual definition of entrepreneurs and entrepreneurship.
- Types of entrepreneurship.
- Advantages and disadvantages of entrepreneurship.
- The role of entrepreneurship in economic development.
- Terms of entrepreneurship development.
- Small businesses.
- Entrepreneurship and Innovation.
- Entrepreneurial qualities, ideas and innovations.
- Entrepreneurial strategies.
- Starting a New Venture; New Ideas, Opportunity Recognition, Problem Solving
- Types of Startup and its advantages
- Business model and strategy
- Lean Startup methodology
- Business plan.
- Defining the business concept
- Entrepreneurial marketing and management
- Entrepreneurial accounting and financial statements
- The basic financial statements
- Funds (Seed, Angel & VC)

- Legal forms of ownership of small businesses.
- Entrepreneurial infrastructure.
- Entrepreneurship in India.
- Startup India - Stand-up India
- Strategic guidelines and objectives for the development of entrepreneurship in India.

## **PROJECTS/ PRACTICAL'S**

Introduction to new venture creation and the business plan.

- *Theme One* - The Business Idea: Opportunity recognition and evaluation
- *Theme Two* - Industry & Competitor analysis, developing an effective business model
- *Theme Three* - Operationalising and resourcing the business, accessing support
- *Theme Four* - Finalising the plan and pitching it to potential investors.

### **Pitching the proposition to investors and Academic Staff Members**

## **CASE STUDY**

Prepare detailed report on a successful startup and a failed venture in your city.

## **LEARNING OUTCOMES**

After successfully completing this course, students will be expected to:

1. Understand what is involved in starting up a high-tech business in Indian context, the involved risks and the potential rewards;
2. Understand the role of entrepreneurship in today's society;
3. Understand the entrepreneurial process i.e. the analysis, control and exploitation of business opportunities and available resources;
4. Understand to role of IP and the various mechanism securing its exclusive usage;
5. Understand the various mechanisms for raising capital;
6. Understand the roles of engineers in an entrepreneurial context;
7. Understand alternative career possibilities offered in the context of entrepreneurship and commercialisation of intellectual property.

## **RECOMMENDED BOOKS**

- **Dynamics of entrepreneurial development and Management**, Dr. Vasant Desai, Himalayan Publishing
- **Entrepreneurship**, Hisrich Peters Sphephard, Tata McGraw Hill
- **Fundamentals of Entrepreneurship**, S.K. Mohanty, Prentice Hall of India
- **Innovation and Entrepreneurship** Peter F. Drucker
- **Zero to One- Peter Thiel**
- **Business Model Generation- Alexander Osterwalder**

## **RECOMMENDED ONLINE PROGRAMS**

**" Startup India Learning Program"** by Startup India , Invest India & UpGrad  
<https://www.startupindia.gov.in/learning-development/>

**"Becoming an Entrepreneur"** by MIT & edX  
<https://www.edx.org/course/becoming-entrepreneur-mitx-launch-x-4>